

## Message Text

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11

ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W

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R 130935Z SEP 75

FM AMEMBASSY BRUSSELS

TO USDOC WASHDC

AMCONGEN ROTTERDAM

INFO SECSTATE WASHDC 4932

AMCONGEN ANTWERP

AMEMBASSY THE HAGUE

AMCONGEN/AMSTERDAM 131

UNCLAS BRUSSELS 08154

E.O. 11652: N/A

TAGS: BEXP, BE

SUBJECT: CATALOG EXHIBITION - FOOD PROCESSING AND PACKAGING  
EQUIPMENT

1. SUMMARY: CONGEN ANTWERP WITH EMBASSY BRUSSELS REQUESTS  
CONCURRENT USDOC AND COOPERATION ROTTERDAM CONGEN TO ORGANIZE  
FOOD PROCESSING AND PACKAGING CATALOG EXHIBITION IN ANTWERP,  
NOVEMBER 5-7, 1975. END SUMMARY.

2. FROM INFORMAL CONTACTS WITH COMMERCE AND CONGEN ROTTERDAM,  
EMBASSY UNDERSTANDS THAT NO OBJECTION WOULD BE POSED TO  
POSSIBLE MOUNTING OF FOOD PROCESSING AND PACKAGING  
EQUIPMENT CATALOG EXHIBITION IN BELGIUM USING EXISTING CATALOG  
COLLECTION SCHEDULED TO BE DISPLAYED AT MACHEVO-MILIEU '75  
IN UTRECHT (OCTOBER 20 - 25). IN VIEW OF CONCENTRATION OF  
FOOD PROCESSING INDUSTRIES IN DUTCH-SPEAKING PORTION OF  
COUNTRY, EMBASSY BELIEVES IT WOULD BE APPROPRIATE TO MOUNT  
EXHIBITION AT ANTWERP. CONGEN ANTWERP HAS AGREED TO  
HOST THIS SHOW. WITH THE COOPERATION OF CONGEN  
ROTTERDAM, WE WOULD PLAN TO TRANSPORT ONE SET OF CATALOGS  
FROM UTRECHT SHOW TO ANTWERP. WE HAVE TENTATIVELY  
SCHEDULED EXHIBITION FOR THREE DAYS AT ANTWERP CHAMBER  
OF COMMERCE AND INDUSTRY. SHOW WOULD BE INAUGURATED  
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WITH RECEPTION NOVEMBER 5 FROM 5:00 - 7:00 P.M.

EXHIBITION WOULD THEN BE OPEN ON NOVEMBER 6 FROM  
10:00 A.M. - 5:00 P.M. AND NOVEMBER 7 FROM 10:00 A.M. -  
1:00 P.M. IN HANDSOME SUITE OF TWO GRAND FLOOR ROOMS  
LENT TO US BY CHAMBER WITHOUT COST.

3. FOR ROTTERDAM -- ANTWERP CONGEN AND BRUSSELS  
COMMERCIAL ATTACHE WOULD HOPE TO VISIT UTRECHT SHOW  
ON OR ABOUT OCTOBER 23 TO OBSERVE LAYOUT AND TO DISCUSS  
WITH INDUSTRY REP PLANNED EXHIBITION IN ANTWERP. WE  
WOULD PLAN TO TRANSPORT SET OF CATALOGS BY VEHICLE FROM  
EXHIBITION SITE TO ANTWERP AFTER OCTOBER 25. WE WOULD  
APPRECIATE RECEIVING FROM EXHIBITION ANY SIGNS WHICH  
WOULD BE APPROPRIATE FOR ANTWERP. IF DISPLAY LAYOUT IS  
DISMOUNTABLE ANF FAIRLY EASILY TRANSPORTED, WE WOULD  
APPRECIATE LOAN OR DONATION OF SAME. WE UNDERSTAND  
THAT SLIDES AND FILMS ARE ALSO AVAILABLE AND REQUEST  
THAT THEY ALSO BE LENT TO US. PLEASE ADVISE.

4. FOR COMMERCE -- WE REQUEST YOUR AUTHORIZATION TO  
GO AHEAD WITH PROPOSAL AND TO REFER TO EXHIBITION  
AS COMMERCE-SPONSORED. WE WILL NOT REQUIRE INDUSTRY  
EXPERT UNLESS COMMERCE DEEMS IT DESIRABLE. EMBASSY  
OFFICER HAD UNDERTAKEN DETAILED INDUSTRY SURVEY THIS  
SUBJECT EARLIER THIS YEAR AND HAS CONSIDERABLE  
FAMILIARITY WITH IT. WHILE EXHIBITION CAN BE MOUNTED WITH  
VERY LITTLE EXPENDITURE OF FUNDS (MOST OF WHICH WILL BE  
ABSORBED HERE), WE ANTICIPATE SOME EXPENSES FOR WHICH  
WE REQUEST COMMERCE FUNDING:  
TRANSPORTATION CHARGES -- \$75  
POSTAGE FOR MAILINGS -- \$50  
PRINTING -- \$75  
REPRESENTATION ALLOWANCE FOR RECEPTION -- \$200

5. CONTACT POINT FOR EXHIBITION WILL BE MRS. AERNAUDTS  
OF ANTWERP CONGEN -- TELEPHONE 031-321808. RENNER

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
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**Concepts:** n/a  
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**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
**Disposition Date:** 01 JAN 1960  
**Disposition Event:**  
**Disposition History:** n/a  
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**Status:** NATIVE  
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**TAGS:** BEXP, BE  
**To:** COM ROTTERDAM  
**Type:** TE  
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